

ORDER



Orders	Order / Rev:	<u>689694</u>	KXTV
	Alt Order #:	<u>06167200</u>	Jim Quinn
	Product Desc:	<u>DCCC</u>	T-PHI
	Estimate:	<u>1192</u>	NAT
	Flight Dates:	<u>10/30/12 - 11/12/12</u>	
	Original Date / Rev:	<u>06/11/12 / 10/12/12</u>	
	Order Type:	<u>Political</u>	
Agency	Name:	<u>Great American Media/ POL</u>	
	Buying Contact:		Billing Type:
	Billing Contact:		<u>Cash</u>
		<u>1010 Wisconsin Ave. NW, Ste. 800</u>	Billing Calendar:
		<u>Washington, DC 20007</u>	<u>Broadcast</u>
			Billing Cycle:
			<u>EOM/EOC</u>
			Agency Commission:
			<u>15%</u>
Advertiser	Name:	<u>Democratic Congressional Campaign</u>	
	Demographic:	<u>A35+</u>	New Business Thru:
	Product Codes:	<u>IS-Issue/Ballot,IS-Issue/Non</u>	Order Separation:
	Priority:	<u>P-5</u>	Advertiser External ID:
	Revenue Codes:	<u>AGY, GEN, POL</u>	Agency External ID:

					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/05/12	97	\$183,875.00	\$156,293.75	November 2012	97	\$183,875.00	\$156,293.75	0.00
					Totals	97	\$183,875.00	\$156,293.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
KXTV	10%	\$183,875.00
Market	100%	\$1,838,750.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBSV	0%	\$0.00
KCRA	34%	\$625,175.00
KFTL	0%	\$0.00
KMAX	5%	\$91,937.50
KOVR	24%	\$441,300.00
KQCA	6%	\$110,325.00
KSPX	0%	\$0.00
KTXL	21%	\$386,137.50
KUVS	0%	\$0.00
KVIE	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXTV	10/30/12	11/05/12	News10 Midday M-F 11-CM		11a-1130a	MTWTF--	:30	8	\$500.00	P-4	0.00	NM	8	\$4,000.00
Midday News															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/29/12	11/04/12	- TWTF--	7	\$500.00	0.00										
Week: 11/05/12	11/11/12	M-----	1	\$500.00	0.00										
E 2	KXTV	10/30/12	11/05/12		CM	4p-5p	MTWTF--	:30	12	\$800.00	P-4	0.00	NM	12	\$9,600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N17	KXTV	11/03/12	11/03/12	KXTV Local Movie KXTV Local Movie	CM	Sat 9-11p	-----S-	:30	2	\$1,800.00	P-4	0.00	NM	2	\$3,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 -----S- 2 \$1,800.00 0.00															
N18	KXTV	11/02/12	11/02/12	Fri Prime B Shark Tank	CM	9-10p	-----F--	:30	1	\$7,900.00	P-2	0.00	NM	1	\$7,900.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 -----F-- 1 \$7,900.00 0.00															
N19	KXTV	11/02/12	11/02/12	Fri Prime C 20/20	CM	10-11p	-----F--	:30	1	\$8,500.00	P-4	0.00	NM	1	\$8,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 -----F-- 1 \$8,500.00 0.00															
N20	KXTV	11/04/12	11/04/12	Sun Prime A America's Funniest Home Video	CM	7-8p	-----S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 -----S 1 \$3,000.00 0.00															
N21	KXTV	11/04/12	11/04/12	Sun Prime D 666 Park Avenue	CM	10-11p	-----S	:30	1	\$7,075.00	P-4	0.00	NM	1	\$7,075.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 -----S 1 \$7,075.00 0.00															
N22	KXTV	10/30/12	11/02/12	5p News10 News10 @ 5p	CM	5-530p	-TWTF--	:30	1	\$3,450.00	P-3	0.00	NM	1	\$3,450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/29/12 11/04/12 -TWTF-- 1 \$3,450.00 0.00															
Totals														97 \$183,875.00	